



2023 Bass Pro True North Rewards Information and Instructions

The Bass Pro Shops Wellbeing Program, in partnership with Anthem is offering a health and wellbeing rewards program for 2023 called TRUE NORTH. The goal of this program is to help Outfitters and their family members find fun and effective ways to positively impact their overall wellbeing. All Outfitters who participate in this program will be eligible to win gift cards and prizes. Outfitters on the Bass Pro Shops medical benefits plan will have increased opportunities to win prizes based on how they use their medical benefits to help them meet their wellbeing goals.

Points earned between January 1 and December 31, 2023 will be eligible for the 2023 True North Rewards Program.

Points carry over from month to month and quarter to quarter but not year to year. Balances for the year will be cleared on December 31.

Tracking of activities will become visible in the Sydney app in May, but you will be able to add activities dating back to January 1, 2023. January – March activities will be recognized in mid-May of 2023.

FREQUENTLY ASKED QUESTIONS

Who is eligible for the Sydney Platform and the True North Rewards Program?

All Bass Pro Outfitters can use the Sydney Platform and can win prizes through True North. Outfitters and their dependents who are covered by the Bass Pro Shops Medical Plan can track and access health plan and health care information using the Sydney App.

Outfitters not on the plan can enter health related information in the True North Rewards Program on the Sydney App.

How does the True North Rewards Program work?

Outfitters earn points toward raffles for certain health-related behaviors and those raffles are tracked in the Sydney App. Exercise, nutrition, completing your health assessment on Sydney, education, and engaging in preventative care are some of the behaviors that can earn points making Outfitters eligible for prizes and gift cards. Some activities will be validated through claims data while other information will be self-reported.

Bass Pro Shops and the Wellbeing Team does not have access to any private medical data or information associated with your Anthem account.





Where can I find directions to set up the Sydney App and the True North Program?

The Wellbeing page on the Bass Pro Benefits website has full directions on how to download the app and get started with both Sydney and True North.



bassprobenefits.com/wellbeing

How do rewards work?

Rewards are based on quarterly activity.

Quarters are defined as follows:

- **January – June:** Winners announced in July (note that for 2023, activities will be tracked starting January 1 but rewards will be awarded in early July)
- **July – September:** Winners announced in October.
- **October – December:** Winners announced in January 2024.

Points carry over from month to month but not from year to year.

At the end of the quarter, the Outfitters who are in the top 25% in points, will be put into a random drawing for gift cards. This will include both plan and non-plan members. The top 10% will receive a congratulations and thank you letter from Bass Pro Shops, acknowledging their success and dedication.

At the end of the year, the top 10% of point earners of our Bass Pro Shops **health plan members** will be put into a special drawing for prize packages valued up to \$500. Up to ten prize packages will be available for health plan members.

Non-health plan members will also be recognized for outstanding wellbeing efforts through a random drawing. Up to five packages will be available for non-health plan members.

All items will be shipped to your work location. Outfitters winning the random drawing will be able to choose their prize from our outdoor adventure packages.

Each quarter we will give away Bass Pro Shops e-gift cards:

- 10-\$100
- 25-\$50



REWARDS

1 POINT = 1 RAFFLE TICKET

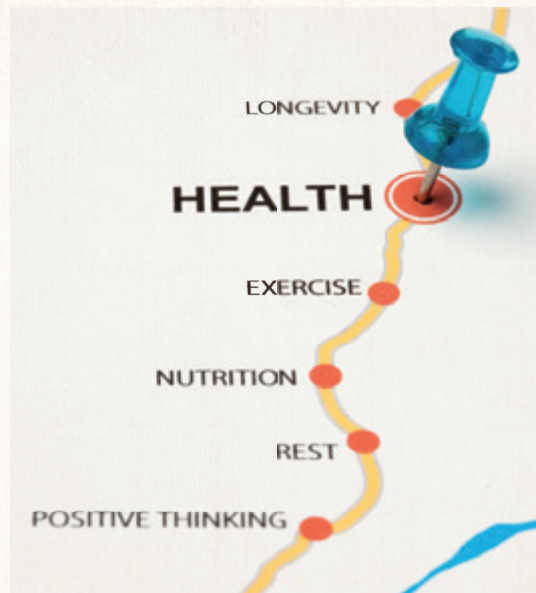
QUARTERLY WINNERS!

Top 25% of point earners entered in the random drawings.

10 \$100 gift cards
25 \$50 gift cards

YEARLY WINNERS!

Top point earners over the year will be entered into a random drawing for one of 10 Bass Pro Shops product packages, valued up to \$500.



How activities are tracked:

- Tracked within app
- Imported via BPS
- Claims data (plan members)
- Self-report (non-plan members)
- Self-report

	POINTS EARNED	FREQUENCY
Required For ALL		
Health Assessment	500	1x/year
Optional* — Medical Exams		
Wellness Exam/ Well Women Exam	500	1x/year
Mammogram	100	1x/year
Colorectal Screening	100	1x/year
Prostate Exam	100	1x/year
Diabetic Foot Exam	50	1x/year
Eye Exam	250	1x/year
Dental Exam	125	2x/year



	POINTS EARNED	FREQUENCY
Optional* — Medical Labs		
A1c	250	1x/year
LDL/Lipids	250	1x/year
Microalbumin & eGFR	50	1x/year
Optional* — Activities		
Action Plan Completion	25	1x/quarter
Link a Device	25	1x/year
Steps (per 8000)	1	Daily
Sleep (7 hours)	1	Daily
Team Challenges	150	2x/year
Use EAP Services	25	3x/year
Virtual Outfitter 5k/10k	150	1x/year
Optional* — Health Plan Members Only		
Visit Benefits Page	25	1x/year
Visit Claims Page	25	1x/year
Opt-in for electronic EOB	25	1x/year



*Optional, based on age and doctor recommendations.



Scan the QR code to go to Bass Pro Benefits



Download the Sydney App today to get started!

